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Brand Choice of Mobile Phones among College Students

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Abstract: This research is intended to describe and analyze student's level of brand choice mobile phones purchase. The study used to collect data through questionnaires based survey. 300 college students are selected to this survey. The collected data were analysed through chi-square analysis. Results indicated that brand choice, value/ worth of the mobile phones, frequency of changing mobile phones, screen size have significantly effects on the satisfaction of the students. This will give a conclusion on how do students perceived brand among different criteria in order to take the decision in purchasing the branded mobile.

Keywords: Students, Mobile Phone, Brand Choice, Factors Influence, Satisfaction.

I. INTRODUCTION

Mobile phones are very beneficial to society and the everyday life of an individual, there are a number of disadvantages to the use of mobile phones. There are many parts of a mobile phone that are unnecessary and do not add to the usefulness. There are also certain specific health impacts, potential accident risks and an increased risk of crime associated with the use of the mobile phone. In addition to this, the behavior of young people deteriorates and becomes inappropriate when using a mobile phone. Majority of companies wants to retain existing students marketer's needs to know the behavior and specific needs of students. The study of buying behaviour examines how individuals make decisions in spending their available resources, time, money, effort on various aspects such as whom to buy from, where to buy, how often they buy and how often they use it. The study of student behaviour understands of how individuals behave in purchasing mobile phones.

II. REVIEW LITERATURE

Dr. V. Maheswari (2015) is conducted the study on “**Brand choice of mobile phone users in Chidambaram town**”. The objectives of this study is to highlight the key players in mobile phone market, to study the criterion on mobile phone users in Chidambaram town, and to study the level of satisfaction on usage of mobile phones users in the study area. The total sample consists of 250 students. The entire collected data were analyzed by using simple percentage analysis and chi – square test. The research conclusion from the present study, the small local players like Micro max, Karbonn, Lava, Lemon, spice and a like will have to quickly rethink their product, marketing and service strategy fresh according to the small towns like Chidambaram to put their house in order.

Nabaz T. Khayyat¹ and Almas Heshmati² (2012) has contacted the research on “**Determinates of mobile phone students satisfaction in the Kurdistan region**”. The main objective of this research is to identify and to quantify the impacts of the factors that drive students satisfaction in the mobile tele – communications business, and to determine the relationship between the demographic variables and the degree of students satisfactions. A total of 1,458 valid survey responses were collected in 2010, in which 800 survey forms were collected by calling their students randomly and conducting a questionnaire directly by a phone call. Another 658 forms were collected by the ministry of transportation and communication, the ministry

of agriculture and water resources targeting government employees. Regression methodology, multinomial logit models is used. The findings of this study can help mobile phone operators in their operation and their strategic plans of marketing. The studies have implications for competition in the market and the flows of investment resources to the targeted market segments for potential expansion.

III. OBJECTIVES

The following are the broad objectives of the study.

- To identify the brand choice for mobile phones among college students.
- To examine the awareness and usage of mobile phone features.
- To ascertain the level of satisfaction on the attributes of brand preference.

IV. RESEARCH METHODOLOGY

The data used for the study is primary in nature. For the purpose of collection of primary data a well structured questionnaire was framed. The required data have been collected from students of various colleges in Pollachi taluk, those who are using mobile phones. The required data have been collected during the year 2015.

V. WEIGHTED AVERAGE SCORE OF BRAND CHOICE

RANK THE BRANDS BASED ON CHOICE

BRAND	RANK										WEIGHTED SCORE	RANK
	1	2	3	4	5	6	7	8	9	10		
Samsung	5	8	11	17	14	35	41	47	69	53	6.72	1
Micromax	6	22	33	16	18	37	37	55	49	27	6.45	2
Sony	2	14	21	27	26	72	47	43	26	22	6.30	3
Lenovo	5	24	24	13	14	20	20	21	30	129	5.45	4
Microsoft	3	26	46	44	61	31	27	21	26	15	5.34	5
Lava	15	32	40	54	45	21	27	31	19	16	5.11	6
HTC	14	46	37	43	44	26	26	19	25	20	5.08	7
Moto	7	8	23	34	20	44	56	49	48	11	5.06	8
Blackberry	15	94	53	40	47	12	16	11	7	5	3.81	9
Apple	228	26	12	12	11	2	3	3	1	2	1.68	10

It is observed from the above table to mention that choice of mobile brands; Samsung obtained first rank with weighted average score of 6.72. Micromax brand have obtained second rank with weighted average score 6.45. Sony mobiles obtained third rank with weighted average score of 6.30. Lenovo mobiles obtained four ranks with weighted average score of 5.45. Microsoft mobiles obtained fifth rank with weighted average score of 5.34. Lava mobiles obtained sixth rank with weighted average score of 5.11. HTC brands obtained seventh rank with weighted average score of 5.08. Moto brands obtained eighth rank with weighted average score of 5.06. Blackberry brands obtained ninth rank with weighted average score of 3.81. Apple brands obtained tenth rank with weighted average score of 1.68.

VI. LEVEL OF SATISFACTION ON MOBILE PHONES FEATURES

In this chapter, an attempt has been made to find out the factors, which are influencing the level of satisfaction on usage of mobile phones. The Chi-Square test has been applied to find out the association between the variables selected and satisfaction level of the students. The level of satisfaction has been measured by giving score to questions relating to students satisfaction. The overall mean student satisfaction score amount to 76.26 based on the level of students satisfaction, the students have also been classified into three categories as students with low, medium and high level of satisfaction. There are 47 students with low level of satisfaction, 207 students with medium level of satisfaction and 46 students are high level of satisfaction. The Chi-Square test has been applied to find out the association between the selected variables and the satisfaction level of the students.

Satisfaction level is measured by the factors like price, offers & discounts, design, life time, battery durability, connectivity, brand name, display, version, speaker quality, water proof, RAM, ROM, processor, resale value, current market trend. These factors have been selected in order to test whether there really exists any association between each of the personal factors and level of satisfaction on mobile phones.

TABLE 2: SATISFACTION ON MOBILE PHONE FEATURES

PARTICULARS	LOW	MEDIUM	HIGH	TOTAL	CALCULATE D CHI - SQUARE VALUE
Age	46	207	47	300	d.f=2 $\chi^2=1.560$
15 to 20 Years	22(13.92%)	114(72.16%)	22(13.92%)	158(100.00%)	
21 to 25 Years	24(16.90%)	93(65.49%)	25(15.61%)	142(100.00%)	
Gender	46	207	47	300	d.f=2 $\chi^2=52.979$
Male	25(12.02%)	144(69.23%)	39(15.2.7%)	208(100.00%)	
Female	21(22.83%)	63(65.48%)	08(5.70%)	92(100.00%)	
Place of residence	46	207	47	300	d.f=4 $\chi^2=2.672$
Rural	16(16.16%)	63(63.63%)	20(20.21%)	99(100.00%)	
Semi – urban	05(14.70%)	24(70.59%)	05(14.71%)	34(100.00%)	
Urban	25(14.97%)	120(71.86%)	22(13.17%)	167(100.00%)	
Educational Qualification	46	207	47	300	d.f=4 $\chi^2=74.094$
UG Degree	42(26.58%)	76(45.10%)	40(25.32%)	158(100.00%)	
PG Degree	01(0.79%)	121(95.28%)	05(3.94%)	127(100.00%)	
M.Phil,	03(20%)	10(66.67%)	02(13.33%)	15(100.00%)	
Family type	46	207	47	300	d.f=2 $\chi^2=2.345$
Joint	13(16.67%)	57(73.08%)	08(10.25%)	78(100.00%)	
Nuclear	33(14.86%)	150(65.57%)	39(15.57%)	222(100.00%)	
Occupation of the father	46	207	47	300	d.f=6 $\chi^2=6.231$
Private Employee	12(13.48%)	60(65.42%)	17(19.10%)	89(100.00%)	
Public Employee	08(25%)	18(56.25%)	06(15.75%)	32(100.00%)	
Agriculture	22(16.42%)	95(70.89%)	17(12.69%)	134(100.00%)	
Business	04(5.88%)	34(75.56%)	07(15.56%)	45(100.00%)	
Occupation of the mother	46	207	47	300	d.f=8 $\chi^2=9.413$
Private Employee	07(15.42%)	24(63.16%)	07(15.42%)	38(100.00%)	
Public Employee	0(0%)	01(50%)	01(50%)	02(100.00%)	
Agriculture	12(13.04%)	67(22.33%)	13(14.13%)	92(100.00%)	
Business	0(0%)	01(33.33%)	02(66.67%)	03(100.00%)	
Home Maker	27(16.36%)	114(69.09%)	24(14.55%)	165(100.00%)	
Total income of the family	46	207	47	300	d.f=4 $\chi^2=76.451$
Upto – Rs.30,000	29(22.31%)	59(45.38%)	42(32.31%)	130(100.00%)	
Rs.30,001 – Rs.60,000	14(5.49%)	146(85.48%)	5(3.03%)	165(100.00%)	
Above – Rs.60,000	3(60%)	2(40%)	0(0%)	5(100.00%)	
Freedom of family members	46	207	47	300	d.f=6 $\chi^2=13.973$
Father	24(14.37%)	113(65.67%)	30(15.96%)	167(100.00%)	
Mother	19(22.35%)	54(63.53%)	12(14.12%)	85(100.00%)	
Brother	03(11.54%)	23(85.46%)	0(0%)	26(100.00%)	
Sister	0(0%)	17(75.27%)	05(22.73%)	22(100.00%)	
Pocket Money	46	207	47	300	d.f=8 $\chi^2=65.296$
Below- Rs.500	20(15.02%)	58(52.25%)	33(29.73%)	111(100.00%)	
Rs.501-Rs.1000	12(5.69%)	135(86.54%)	09(5.77%)	156(100.00%)	
Rs.1001-Rs.1500	08(34.78%)	10(43.48%)	05(21.74%)	23(100.00%)	
Rs.1501-Rs.2000	05(55.56%)	04(44.44%)	0(0%)	09(100.00%)	

Above Rs.2000	01(100%)	0(0%)	(0%)	01(100.00%)	
Value/ Worth of the Mobile Phone	46	207	47	300	d.f=4 $\chi^2=66.448$
Upto – Rs.10,000	39(22.41%)	92(52.87%)	43(24.72%)	174(100.00%)	
Rs.10,001 – Rs. 20,000	4(3.28%)	114(93.44%)	4(3.28%)	122(100.00%)	
Above – Rs.20,000	3(75%)	1(25%)	0(0%)	4(100.00%)	
Frequency of changing mobile phones	46	207	47	300	d.f=6 $\chi^2=31.852$
Within 1 year	25(26.60%)	45(45.87%)	24(25.53%)	94(100.00%)	
1 to 3 years	15(9.32%)	125(75.64%)	21(13.04%)	161(100.00%)	
3 to 5 years	04(16%)	19(76%)	02(8%)	25(100.00%)	
Above 5 years	02(10%)	18(90%)	0(0%)	20(100.00%)	
Screen Size	46	207	47	300	d.f=4 $\chi^2=19.845$
Small(4.0 to 5.0 inches)	20(25.40%)	36(49.32%)	17(23.28%)	73(100.00%)	
Medium(5.0 to 6.0 inches)	04(10%)	28(70%)	08(20%)	40(100.00%)	
Large(6.0 to 7.0 inches)	22(11.76%)	143(76.47%)	22(11.77%)	187(100.00%)	

It can be seen from the table the percentage of students with high level of satisfaction is high with those whose age range 15 to 20 years. Hence it can be said that students whose age range 15 to 20 years are more satisfied.

It can be seen from the table the percentage of students with high level of satisfaction is high with those male.

It can be seen from the table the percentage of students with high level of satisfaction is high with those who live in urban. Hence it can be said that students living in urban area are more satisfied as compared to students living in rural and semi-urban.

It can be seen from the table the percentage of students with high level of satisfaction is high with those who are having UG degree. Hence it can be said that students who are having UG degree are more satisfied as compared to who are educated PG degree and M.Phil, degree.

It can be seen from the table the percentage of students with high level of satisfaction is high with those who from nuclear family. Hence it can be said that students who from nuclear family are more satisfied as compared to who are from joint family.

It can be seen from the table the percentage of students with high level of satisfaction is high with those fathers are agriculture. Hence it can be said that student's fathers are agriculture are more satisfied as compared private employee, public employee and business.

It can be seen from the table the percentage of students with high level of satisfaction is high with those mothers are Home Maker. Hence it can be said that student's mothers are Home Maker are more satisfied as compared private employee, public employee, business and agriculture.

It can be seen from the table the percentage of students with high level of satisfaction is high with those family members have an total income range Upto Rs.30,000. Hence it can be said that student's family members have income range Upto Rs.30,000 are more satisfied as compared to who earn Rs.30,001 to Rs.60,000 and above Rs.60,000 .

It can be seen from the table the percentage of students with high level of satisfaction is high with those who are freedom with their fathers. Hence it can be said that students who are freedom with their fathers more satisfied as compared to who are freedom with their mother, brother and sister.

It can be seen from the table the percentage of students with high level of satisfaction is high with those who have a pocket money below Rs.500. Hence it can be said that students who have a pocket money below Rs.500 are more satisfied as compared to who those pocket money Rs.501- Rs.1,000, Rs.1,001 – Rs.1,500, Rs.1,501 to Rs.2,000 and above Rs.2,000.

It can be seen from the table the percentage of students with high level of satisfaction is high with whose value/worth is below Rs.10,000. Hence it can be said that students whose value/worth is below Rs.10,000 are more satisfied as compared to who those value/worth are Rs.10,001 to Rs.20,000 and above Rs.20,000.

It can be seen from the table the percentage of students with high level of satisfaction is high with those who changing within 1 year. Hence it can be said that students who changing within 1 year are more satisfied as compared to whom changing 1 to 3 years, 3 to 5 years and above 5 years

It can be seen from the table the percentage of students with high level of satisfaction is high with those who screen size is large (6.0 to 7.0 inches). Hence it can be said that students whose screen size is large (6.0 to 7.0 inches) are more satisfied as compared to who screen size is small (4.0 to 5.0 inches) and medium (5.0 to 6.0 inches).

VII. CONCLUSION

This research is intended to describe and analyze student's brand choice of mobile phones. The purpose of this research report is to analysis on choice of branded mobile among the students of Pollachi Taluk. The results of the report clearly states that how students perceive brand among different criteria in order to take the decision for purchasing the branded mobile.

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